

Cohen's Great Silk Store

The hundreds and hundreds of pieces of silks, all new and wanted, make the most attractive display we ever had. The many novelty silks which are out this season add to the beauty of the exhibition. We contracted for these silks last spring. That explains the price advantage.

27-inch Black Peau De Sole, guaranteed pure silk, Lyons dye; 95c value, for 60c.
36-inch Black Peau De Sole, pure dye, every thread silk, heavy grade for coats; \$1.19 value, 75c.
Fancy Louisines, in new effects for full costumes, popular fall colorings; 75c value, 50c.
36-inch Black Chiffon Finish Taffeta, soft and lustrous; \$1.25 quality, 90c.
36-inch Pure Dye Taffeta, finest crew black, heavy finish; \$1 grade, 75c.
Crepe de Chines, in every light and dark shade for street and evening wear, pure silk, soft and clingy; 85c value, 50c.
\$1 Black Crepe de Chines, lengths

from 6 1/2 to 18 yards, guaranteed finest Lyons dye, 60c a yard.
Novelty Plaids, in new designs and colors; \$1 value, 75c.
36-inch Pure Dye Black Taffeta, guaranteed pure silk; 65c grade, 35c.
Black and Colored Moire Velours, newest styles for this season; \$1.19 value, 85c.
Solid Color Pure Silk Lining Taffeta, all shades and black; 60c value, for 30c.
Black Peau De Luxor, 19 inches wide, heavy and guaranteed pure silk; 60c value, 44c.
White and Cream Rustling Taffetas, heavy; 75c value, 58c.
Pure Silk Pongee, in popular shirt waist colors; 30c value, 19c.

Our New Dress Goods.

Every fabric that is fashionable this season, from the modestly priced cloth to the finest imported broadcloths. With the larger buying have come many price inducements which you cannot duplicate in Richmond.

Colored Goods.

36-inch Scotch Plaids and Mixtures, in the newest designs for fall, 60c.
Fancy Mohair Suiting, all colors, 38 inches wide, 60c a yard.
Imperial and Storm Serge, 36 inches wide, all colors, 50c a yard.
German Cashmere, the most popular light weight material for dresses, all colors, 40 inches wide, 59c a yard.
Herringbone Cheviot, one of the most popular weaves, 50 inches wide, 80c a yard.
Rainproof fabrics, the most popular material for long coats, 56 inches wide, \$1.50 a yard.
\$1.25 French Weave Mistral (blue and red only), 52 inches wide, 50c.
Imported Boucle Cloth, 48 inches wide, regular price \$1.75, special 95c.
\$2 and \$2.50 Imported French Broadcloth, all of the newest shades, 52 inches wide, slight defects, \$1 a yard.
Imported German Broadcloth, 52 inches wide, sponged and shrunken, 82c.
54-inch Imported Broadcloth, made in Austria, sponged and shrunken, spot-proof, \$3 a yard.

Black Goods.

4500 yards All Wool Black Shrunken Serge, 44 inches wide; special value at 60c a yard.
44-inch Black Imported Moire, that usually sells for \$1.39, now 95c a yard.
48-inch All Wool Black Imperial Serge, the fabric for tucked skirts; special price 95c a yard.
54-inch Black Waterproof Worsted, regular \$1.80 value, for \$1.35 a yard.
All Wool Black Panama Cloth, 50 inches wide, soft finish, \$1 and \$1.19 a yard.
38-inch All Wool Cashmere, in good blacks, for 40c a yard.
44-inch All Wool Black Prunella Cloth, 80c a yard.
All Wool Black Albatross, 38 inches wide, for waisting, 43c a yard.
All Wool Black Flannel, 33c a yard.

Cohen's New Home for Women's Tailored Garments

The old quarters didn't grow but the business did. We have more than double the space.

Come and see the greatest display of the finest tailored garments ever shown in this city. The styles are the world's best. These garments with our guarantee insures the satisfaction your tailor gives, and our price is half of his.

\$15 All-Wool Cheviot Suits, full tight fitting, waist and sleeves satin lined, skirts 9-gore, plaited, colors black, blue and green, for \$9.75.
45-inch Coat Suits, in all the wanted shades, inverted plaits, forming princess effect, plait bottom skirts, \$15.
42-inch Coats of all wool cheviot or homespun, in all the wanted shades, single or double breasted coats, half lined, cluster plaited skirts, \$20.
Handsome Suits of French broadcloth, single breasted, tight fitting coats, lined with Skinner satin, new plaited skirts, all shades, \$25.
Misses' Suits, in all the new mannish colors, also homespun, \$7.50.
Misses' Box Suits of all wool cheviot, 36-inch coats, with flat stitched velvet collar, finished with new plaited skirt, \$10.
Misses' and Children's Full Length Kersey Coats, in every wanted shade and style, \$5.
Full Length Kersey Coats, with regulation emblems, \$3.50.

Handsome Waist Display.

All Wool Plaid Shirt Waists, various combination of colors, perfectly made, with tucked yoke effect, stylish and serviceable; material alone would cost \$1.50, all sizes, for 95c.
Hundreds of Flannelette Waists, all colors, in plaids, check and striped effect, for 50c and 55c.
Sheer Mull Waists, elaborately trimmed with Valenciennes lace and small tucks; sizes to 44, for \$1.08 and \$2.08.
Handsome Lingerie Waists, newest French designs, medallion or lace trimmed and hand embroidered; more than one dozen styles, for \$5.48 to \$8.50.

Children's Cloaks.

\$5 Crushed Velvet Cloaks, all the new shades, \$3.95; sizes to 6 years.
Bear Skin Cloaks, white and colors, \$2.95 to \$5.50.
Ripple Velvet Cloaks, with plush collar and cuffs, \$7.50.
All Wool Plaid Cloaks, all colors, large collar, trimmed with medallions, \$2.48.
White Bedford Cord Cloaks, long or short, half their real value; plain or elaborately trimmed, \$1.25 to \$1.75.
Hundreds of any style that you may fancy, all sizes.
Handsome Silk and Velvet Bonnets, all colors to match cloaks or solid white; an endless variety, \$1.79 to \$3.
Fancy Eldorado Carriage Robes, embroidered in various designs, for 50c and 75c.
Angora Fur Robes, for go-carts or carriages, for \$2.50 to \$4.

Sale of Flannelette Wear.

Women's Flannelette Gowns, in light colored stripes, neatly trimmed, for 80c.
At 50c we think we have the best Flannelette Gown on the market—light stripes, with solid pink and blue collar and cuffs trimmed with embroidered edge.
Flannelette Gowns for 98c—made of double face goods, trimmed with solid color embroidered edge; several other styles at the price.
Solid Pink and Blue Flannelette Petticoats, with scalloped embroidered edge, 30c; the striped ones, with deep flounce, 25c.

Cohen's Greater Advantages For Serving the Public.

It is with pleasure that we announce the better facilities for attending to your wants in the new store.

Over \$300,000 in Merchandise

awaits you. It has taken us many months to gather together this immense new stock of goods. The markets of every part of the world have contributed.

We are splendidly ready, the whole store is alive with new ideas—and remember that Cohen's guarantee stands behind every purchase, be it one cent or one hundred dollars.

Extra Linen Inducements

When we placed our import order we did not contemplate such a rise in linens, or we would have bought more. However, until these are exhausted they'll sell at price based on our cost, and not what they are worth now.

20 pieces of Mercerized Table Damask, 2 yards wide, some of the hand-somest new large designs; you can hardly tell them from the \$1.25 linen Damask; being imported goods, they hold their lustre and wear well, 60c a yard.
All-linen Silver Bleached German Damask, 2 yards wide; such as you'll pay 75c for when this lot is gone, 59c a yard.

11 pieces of the Handsomest Pure Irish Linen Double Damask that has been sold heretofore at \$1.25 for this sale, 85c a yard.

Full Bleached Union Damask, 60 inches wide; for this sale, 33c a yard.
Bleached Napkins in the breakfast size, 48c a dozen.
All-linen Damask Dinner Napkins, 5-8 size, \$1 a dozen.

\$4.50 Dinner Napkins, full 24 inches, fine Irish Linen, \$3 a dozen.
25c each—A lot of Hemstitched Linen Tray Cloths, Dogies, Scarfs and Centerpieces; some have Mexican drawn work borders.

33c each—Another lot, consisting of Hemstitched Linen Pillow Shams, Bureau Scarfs, etc.

\$1.25 each—All-linen Hemstitched Table Cloths, size 8x10.
25c each—The biggest lot of fine Towels in damask and huck that has ever been shown in Richmond at this price; hemmed, hemstitched and fringed; some with open-work, and sizes are to 1 1/4 yards in length.

3c each—Large Heavy Hemmed Huck Towels, ordinarily worth \$1.50 a dozen.

The Millinery Department

desires to call attention to the very latest fad in the new attractive

Automobile Hats.

They will also have in, this week, a new line of the latest style hats, many of which will be seen nowhere else. The success of our past week's trade was largely due to the most complete line of Parisian hats ever seen in Richmond.

Two Carpet Stores.

That is what we have now, for we have doubled in every way. There is not in the South—and we believe few exceptions in the North—a finer, larger carpet department. It is a pleasure to buy carpets here.

Every carpet that is wanted is here. Experts take your measure and put them down. Our salespeople can tell you what you need and will give you something which does not get on the nerves because it will assimilate with the other furnishings of the room and house.

Brussels Carpets start at 50c; others at 75c, 85c and 95c; room, hall and stair patterns.
Wilton and Velvet Carpets start at 85c for room and hall patterns; others at \$1, \$1.20 and \$1.50.
Axminster Carpets start at 85c; others at \$1, \$1.25, \$1.50 and \$1.75; in the greatest variety of patterns and every color; both floral and Oriental effects.
Ingrain Carpets from 25c to 75c a yard.

RUGS AND DRUGGETS.

Ingrains from \$4 to \$10 for 9x12 size.
Brussels from \$13.50 to \$20; the 9x12 size.
Moravian Smyrna, all sizes; 30c for mat size; \$1.50 for 9x12 size.

Axminster Druggets, a new line just in, \$22.50 to \$40.
Wilton's Druggets, \$17.50 to \$50.

Ribbons: Notions: Belts: Bags: Linings: Jewelry: Toilets.

3 Extra Bag Items.

Big sample lot of Hand Bags, all kinds; worth to 75c; special 25c each.
Another lot of Bags, worth to \$1, are priced 50c each.
New Bags, extra size and well made; a bargain at 75c, special Monday 50c each.

3 Special Belt Items.

Another lot of Belts, in black and every color; they are all 35c and 25c value, very special at 5c each.
Black Taffeta Silk Belts, made to sell at 40c, Monday says 25c.
New line of Black or Red Tissue Belts, extra size; 50c value, for 25c.

Notions.

Another lot of English Pins, 400 to a paper, 2c a paper.
Nickel Safety Pins, all sizes, 2c a dozen.
10c and 25c Ono Shields, 10c a pair.
King's Cotton, all numbers, 3 for 5c.
10c and 15c Pearl Buttons, all sizes, 5c a dozen.
All shades Spool Silk, 6c a spool.
2 1/2-c.

Toilets.

10 gross 15c Heliotrope Talcum Powder, glass bottles, special 5c a bottle (limit of three).
Dr. Munyon's Witch Hazel Soap, 10c a cake, or 3 for 25c.
Priscilla Soap, highly perfumed, 2 1/2-c a cake.
10 gross Palm Oil Soap, 2c a cake; worth double.
10 gross sample Tooth Brushes, 10c and 15c ones, choice 5c each.

Jewelry.

500 New Cut Bead Necklaces, every color; worth 25c, special 10c each.
Sample lot of Fine Bead Necklaces, worth 60c to 75c, special 25c each.
Gift Purposes, large ones, the very latest fad; worth \$1, special 40c each.

Veilings.

Lot of Net Veilings, sold for 19c, 25c and 35c, any 12 1/2-c a yard.
Odd lot of Mullins and Veilings, sold for 15c and 25c, any for 5c.
Ready-Made Chiffon Veilings, worth to 75c, any for 25c a veil; all 1 1/4 yards long.

Ribbons.

5-inch New Changeable Hat Ribbons, in all combinations; worth 35c, this sale 10c a yard.
4-inch Plaid Taffeta Ribbon, good 35c quality, special 25c a yard.
New Necktie Plaid Ribbons, 2 inches wide, 17c quality, 10c a yard.
5-inch New Warp Print Ribbons, worth 60c, special this sale 35c.

Mill-End Linings.

1,200 yards 98-inch 25c Black Sateen Linings, 12 1/2-c a yard.
1,600 yards Near Silk Linings, in black and colors; worth to 15c, for 7 3/4-c a yard.
2,000 yards New Gray Waist Linings, worth 15c, to be sold for 8c a yard.
15 pieces Black Sateen Linings, best 40c lining made, special 25c a yard.
1,500 yards Black 12 1/2-c Percale Lining, special this sale 9 1/4-c a yard.

Silk Underskirts for \$3.98 and \$5.

Compare our Pure Silk Taffeta Underskirts at \$4.98 with any in the city. We have endeavored to get the very best on the market to sell at this price. They are in black and solid colors.
Another special Silk Skirt, which will measure up to any \$7 taffeta skirt that we know of is here for \$5.

The Finest Lot of 25c

Underwear

Twenty-five cents is a popular price for underwear. This season we got the kind that usually sells for a third more.

Women's Heavy Fleece Ribbed Vests and Pants, regular and extra size; vests trimmed with silk; crocheted neck, with extra elastic armholes, 25c each; either bleached or Egyptian.

Women's regular 25c Fleece Ribbed Vests and Pants, 17c.

Axford Cut Wool Ribbed Vests, silk trimmed front; the grade that sells at 88c; an all stain now and then makes the price 40c; the 1/2-c grade, of the same is 85c.

The Velveteen Union Suits for boys; heavy fleece lined and ribbed, in all sizes, 45c each.

Women's Half Wool Ribbed Silk Trimmed Vests; Pants have French bands and ankle length, non-shrinkable, 50c a garment.

Boys' Double Fleece Shirts and Drawers in the half-blood and natural color, all sizes to 34, for 25c.

Misses' Bleached Ribbed Shaped Silk Trimmed Vests, pearl buttons; Pants ankle length and elastic bands, sizes 8 to 8, for 25c.

Misses' Union Suits, white or natural, with drop seat, 25c each; in all sizes.

A Special Offer to All Who Wear Glasses

We have secured a line of Gold-Filled Spectacles and Eye-Glass Frames of special value. They are simply the best made. Not, of course, as good as solid gold, but they look as well, and are as light and easy to wear. They will never blacken or injure the skin. We show our confidence in them because we will cheerfully replace any that fail to give entire satisfaction.

As is already well known, the lenses supplied in our prescription department are of first quality, crystalline white, flawless, soft and restful to the eyes. The service in the department cannot be excelled.

Just to introduce them, we will on Monday place on sale these Spectacle and Eye-glass Frames, with first quality lenses. Each pair accurately fitted and adjusted to the purchaser's eyes, after a careful examination by our optician, and both frames and lenses will be guaranteed.

Price for frames, lenses and service, \$2.

These glasses are not intended for those who have serious eye troubles, requiring especially ground lenses.

Kid Gloves.

Our new Fall and Winter line of Gloves is ready.

Nearly every woman in Richmond knows our dollar Kid Gloves. They are fitted and guaranteed at the counter. We also have a full line of Gold Gloves at 25c and 30c a pair.

TREFOUSE GLOVES—Known the world over as the finest Kid Gloves made. We have them in all sizes and shades, at \$1.50 and \$2 a pair.

New Department

Talking Machines

and Records

At Less Than Half Price.

As an introductory leader of our new department Talking Machines and Records, we offer a
\$25 Talking Machine for \$9.98.
10-inch Disc Records at 24c.
100 Disc Records for 5c.
The Talking Machine has a highly polished oak cabinet, 10-inch steel plate, 25-inch long horn, with 19-inch brass bell; most up-to-date sound box; worth \$25, for \$9.98.

The Records are full 10-inch; will play on any make machine; made of best material, and contain the latest up-to-date selections, instrumental and vocal; sell usually at \$1.00; our price, 24c.

The Needles are of finest high-tempered steel; will play on any make machine; and you get 100 of them for 5c; usual price, 10c.

Free Concert all day; no charge to hear them played. All are invited.

Our Furs Are Ready

"When the frost is on the pumpkin" it's time to think of Furs. Cohen's is the first store in Richmond to sell handsome Furs at popular prices. Come and see the beautiful novelty pieces our buyer was lucky to get.

A few price suggestions, as an idea of what's here.

Jap Mink Throw Scarfs in long lengths, silk lined, \$5.00.
Siberian Squirrel Throw Scarfs, \$4.00.
Throw Scarfs of Imitation Ermine, \$3.48; large, flat Pillow Muffs to match, \$4.88.
Fox Collars in the new shawl shape, the Isabella and Baumgarten shades, for \$15.
American Fox Double Scarfs, \$16.50.
Oriental Sable Novelty Neck Piece, \$12.50.
Long Siberian Squirrel Throw Scarfs, \$14.50; large flat Muffs of squirrel, \$5.75.
Handsome Real Mink Novelty Pieces, large collar shawl scarfs, with heads and tails, \$39.50.
Fancy Sable and Isabella Fox Muffs—large size—trimmed with tails, \$19.50.
Muffs of real mink, made of light handsome skins, novelty shape, \$45.
Real Ermine Set, beautiful pure white, with fancy novelty scarf and large flat muff, \$125.

Novelty Cottons & Flannels

The new season has brought out many stylish novelties. We have a large line for street wear, as well as for negligee. They were contracted for before the rise in cotton, and you get the advantage.

Lot of Pretty Flannels, also.

All-wool Tricots, all colors, 25c.
12 1/2-c Fancy Figured Crepe Flannelettes, 9 3/4-c.
Heavy Fleece Eldorado Flannels, all the fancy woven patterns, for kimono, bath robes, etc., for 15c.
Heavy 12 1/2-c Mole-skin Flannels in fancy patterns, 9 3/4-c.
Wool Eldorado in fancy figured and solid colors, for kimono, bath robes, etc., 25c.
The New Waisting Cotton Broadcloth, has all the appearance of the 150 woolen ones, in all the solid colors, will launder, 25c a yard.
Raw Wool Outings in pajama checks, stripes, etc., for negligee, 8 1/2-c.
20c Scotch Plaid Crepe Suiting, 12 1/2-c; the 16 3/4-c grade will be 9 3/4-c.
New Mercerized Novelty Waistings; the 50c grade for 35c.
Double-fold Flannelettes in Persian, Oriental, Japanese and other designs are here for 1 1/2-c and 16c.
A full line of Silk Embroidered White Wool Flannels, all the new designs; prices, 50c up.
Regular 20c White Wool Flannel, 10 1/2-c.

An Exquisite Display of Robes and Trimmings.

These semi-made robes of lace, net and spangles are the most popular adjunct of women's costuming this season. Only a little sewing required to make them ready to wear. No dressmaker is required. The prices, \$8.50 to \$75, run the whole gamut of what is wanted.

DRESS TRIMMINGS—All the pretty high colored braids, bands, galloons and everything which can be thought of to redeem the otherwise plain costume.

Greater Curtain Department

Cohen's has for years been the curtain centre of Richmond. This season the business is advancing by leaps and bounds. Over fifty per cent. increase over last year. You'll see the reason when you see the stock and prices.

Irish Point Curtains, all hand made and mounted on best quality net, 3 1/2 and 4 yards long; value \$7.50 to \$25, for \$5 to \$15 a pair.
Cluny Lace Curtains, in white and Arabian; value \$1.50 to \$25, price \$2.95 to \$25 a pair.
Real Arabian Lace Curtains, \$25 to \$50 value, for \$15 to \$20 a pair.
Rembrandt Lace Curtains, worth to \$5.00 a pair.
Rembrandt Lace Curtains, worth to \$5, for \$2.50 and \$3 a pair.
Plain Net Curtains, ruffled and flat; \$2.25 value, for \$1.45 a pair.
Heavy Venetian Lace Curtains, strong and durable; worth to \$2.50, for \$1.50 a pair.
Heavy Scotch Curtains, 3 1/2 yards long, 60 inches wide; value to \$3, for 95c a pair.
Silk Frou-Frou Portieres, all colors, fringed and cord edge; \$25 value, \$15 a pair.
Reversible Tapestry Portieres, in real tapestry colorings; \$25 value, \$15 a pair.
Mercerized Portieres, just like silk, heavy fringe; \$3 value, for \$0.50 a pair.
Sample lot of Portieres, only one pair of a kind; worth to \$9, for \$5 a pair.
Table Covers, all sizes and kinds, 25c to \$7.50 each.
Curtain Poles, with fixtures, 15c.
Cottage Rods, oak and white, 7c.
Brass Rods, 5c.

Basement Budget.

These are harvest days in the Basement. It is a winding-up of the season for manufacturers, and brings case after case of mill lengths. Anything less than a full piece is so counted. Cohen's is the Richmond outlet for several of these mills. Here are some price hints:

Double-faced Extra Heavy Fleece Solid Color Teazledown; instead of 12 1/2-c, for 8 1/2-c.
Yard-wide Extra Heavy Fleece Flannelettes for wrappers, kimono, etc., for 9 3/4-c.
6 1/4-c and 8 1/4-c Calicoes, fancy, navy, cardinal and gray; choice, 6c a yard.
10c Fancy Woven Outings in pajama checks and stripes, 7 3/4-c.

\$7.50 California Blankets, \$5.75, and Some Other Bargains.

\$7.50 California White Wool Blankets, full 11-4 size, extra heavy deep fleece; go on sale for \$5.75.
An extra size 12-4 Australian Wool Blanket; the wholesale cost is now \$8.87; here for \$5.
10-4 and 11-4 Extra Heavy Deep fleeceed Arabian Wool Blankets; the usual price is \$5.50; choice, \$4.
10-4 Mexican Wool Blankets; instead of \$5.50, as long as they last, for \$2.50.
12-4 Hungarian Fleece Blankets, extra heavy, velvety, white or gray; fancy colored borders; cost wholesale \$12.50; these go on sale for \$11.50.
\$1 and \$1.25 Gray and White Mole-skin Blankets, 75c.
Gray Lambskin Blankets, 25c each.
\$5 Imported Sateen Covered Eldorado Comforts, fancy figured on each.

Handsome Cut Glass and Many Household Necessities.

\$7.50—Handsome Cut Glass Bowls, 8 inches in diameter.
\$5.50 a dozen—Cut Glass Tumblers, set usually for \$8.
\$1.75 for 5-inch Cut Olive Dish, in either chrysanthemum or sunburst pattern.
\$3.50—12-inch Royal Bonn Vases, hand-painted in American Beauty roses.
75c—The new 10-inch, Rose Decorated Opal Vases; usual price, \$1.50.
\$3.98—Gold Trimmed Japanese Vases and Urns, 18 inches high.
\$2.25—Quadruple Silver Baking Dishes, with separate porcelain bakera.
\$0.75—100-piece Gold Stippled Porcelain Dinner Sets, in several new and pretty decorations, a good \$13 value.
Free Concert all day; no charge to hear them played. All are invited.